

Universities Report

2022





"Banco Santander's commitment is to help people and businesses prosper. This is the guiding mission for our daily work at Santander Universities and Universia: we help people and businesses prosper by helping to enhance the job prospects of our communities through education, employability and entrepreneurship.

We help people, not only during their time at university but also afterwards, when continuous training is key in a constantly changing labour market. We promote lifelong learning so that people are able to adapt to constant market transformations and redirect their careers. And we achieve this goal with hundreds of free scholarship and training programmes.

Job opportunities arising from entrepreneurship lead to prosperity and employability. For this reason, we support business owners and small enterprises and help them create opportunities, grow and consolidate with training and resources.

We focus our efforts on ensuring that people and businesses are able to face the big challenges on the horizon for the coming decades, and which will demand all of our energy, training and talent".

Javier Roglá,
Global Head, Santander Universities
CEO, Universia



Universities Report 2022

Contents

Santander Universities and Universia	04
Santander Scholarships	07
Santander X	09
Universia Employment	11
Campus Digital	11
Fundación Universia/MetaRed	12

Strengthened our commitment to education, employability and entrepreneurship

At Santander Universities and Universia, our main motivation is to **help people and businesses prosper by helping them enhance their job prospects** through education, employability and entrepreneurship.

In today's dynamic environment, the demands of the labour market are constantly changing. This means that people must acquire new skills and refresh their existing ones, and businesses need to adapt to an ever-changing market to be able to grow and consolidate their position.

We have signed more than 1,300 partnership agreements with a broad network of universities, institutions and organisations across the world, in order to offer current and future professionals a wide range of training opportunities in line with their business needs.

Depending on the stage in their professional career, individuals and people have different skills and needs. For this reason, we offer training support to adults suited to their phase in life. For this same reason we support companies with training, advice and resources so that they are able to develop and scale their business according to the moment they are living.

Helping to enhance the employability of our communities is based on support for education, employability and entrepreneurship.

- We offer support to complete their **education** through university education scholarships, and aid to complete their studies.
- We help to improve the **employability** of any professional so that they receive lifelong learning and benefit from the best job opportunities.
- We assist **entrepreneurs**, including the delivery of multiple resources to promote the creation and consolidation of business initiatives.

We have followed this path for more than 26 years and we still focus all of our energy on collaborating with companies, professionals and academic institutions so that, together, we build a more prosperous present and future.

Key figures 2022



uni>ersia

Banco Santander is firmly committed to helping to build an inclusive, egalitarian and sustainable society. Santander Universities and Universia represent the bank's global initiative to support education, employability and entrepreneurship, and our goal is to help people to enhance their job prospects.

100

million euros
invested

266,027

people and businesses helped through
education, employability and entrepreneurship
support programmes

1,306

universities, institutions and
organisations with active agreements in
place*

25

countries*

Santander Universities

→ Education and employability

We help people improve their employability through lifelong learning, offering higher education, mobility and research scholarships, and free training in professional skills for all ages.

→ Entrepreneurship

We support people managing their own business and small companies to create opportunities, grow and consolidate. We offer entrepreneurs the training, advice and resources needed to move forward and scale up their business.

Universia

→ Employment

We help people join the labour market by connecting universities, businesses and junior talent.

→ Campus Digital

We offer universities a new digital model for interacting with their students and driving their digital transformation.

→ Fundación Universia

We drive diversity, inclusion and equity in educational and workplace environments.

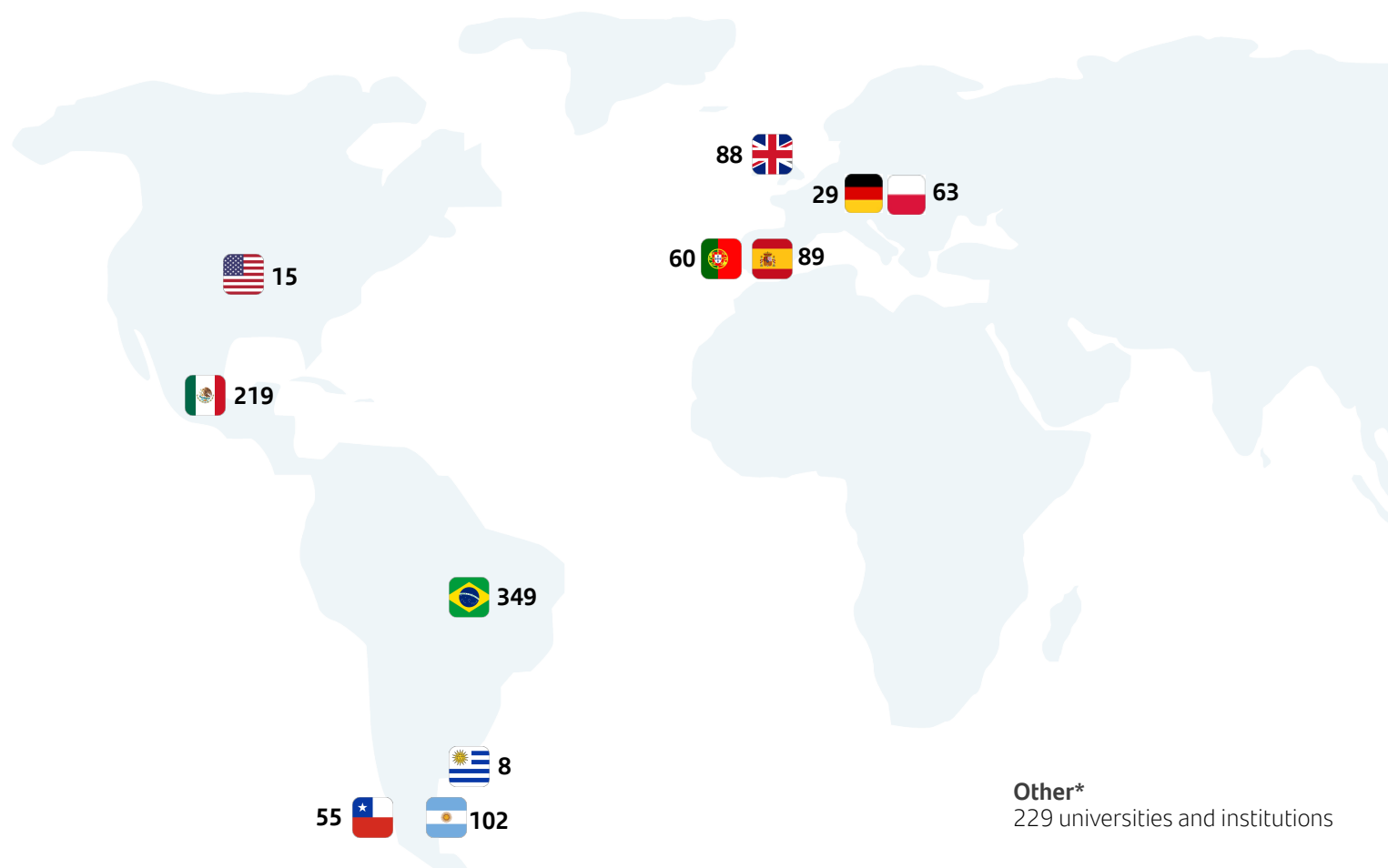
→ MetaRed

The main collaborative network for higher-education institutions in Ibero-America and a space for reflection on digital transformation, university entrepreneurship and sustainability.

*This figure includes all of the universities, institutions and organisations that have an agreement in place with Santander Universities, Universia and Fundación Universia.



List of universities, institutions and organisations by country



*Other - Countries with universities, institutions and organisations with an active agreement in place: Andorra, Bolivia, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, Peru, Dominican Republic and Venezuela.

**This figure includes all of the universities, institutions and organisations that have an agreement in place with Santander Universities, Universia and Fundación Universia.



26 years

supporting education,
employability and entrepreneurship



+1 million

people and businesses helped
through education, employability
and entrepreneurship support
programmes



+2,200

million euros invested



+1,300

universities, institutions and
organisations in 25 countries with
active agreements in place**

Santander Scholarships

Santander Scholarships **helps people improve their employability through lifelong learning**, offering grants and free training in professional skills for all ages.

We offer higher education, mobility and research scholarships, among others, as well as free training for adults, of any age, who wish to acquire and refresh their professional skills. And we achieve our goal through programmes created by institutions, universities and organisations that have signed partnership agreements with us.

We also have a **wide selection of free educational content** to meet the diverse needs of our Santander Scholarship users.



+1,100

scholarship and training
programmes in 2022



Santander
Scholarships

Main Santander Scholarship programmes in 2022

In 2022, we launched **more than 1,100 scholarship and training programmes in 11 countries**. These were particularly relevant for our communities because of their effect on enhancing their employability.

We have multiple programmes and address different topics, selected according to our users' preferences (languages, technology and skills, for example). All of the calls for applications are available on the Santander Scholarships global online platform.

We open **global scholarship and training programmes for applications in 11 countries**, while the countries **themselves develop specific programmes in line with their communities' needs**.

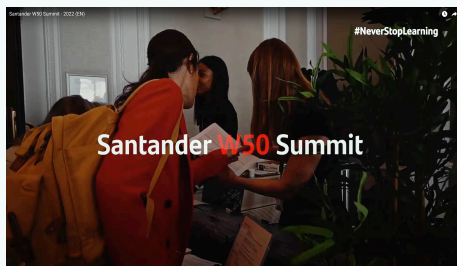
Global scholarship programmes launched this year include **Santander Language Scholarships | Online English Courses** for studying English and improving employability, and **Santander Language Scholarships | UK English Summer Experience**, giving 100 young people the chance to study English in person in the United Kingdom in 2023. Both programmes were launched in collaboration with the British Council.

The 1,000 **Santander Sustainability Scholarships | Skills for the Green Transition**, run in collaboration with Cambridge Judge Business School, offer knowledge and tools for anyone who would like to play an active role in green initiatives in their work environment or refocus their career.



Beneficiaries of the Santander Erasmus Scholarships with the chairman Ana Botín.

Summit Santander W50



The XII **Santander Women Scholarships | SW50 Leadership - LSE**, organised in collaboration with the London School of Economics and Political Science, which provide high-performance training to women in senior management roles in companies in any sector. We also held the first Santander SW50 Summit in London, which was attended by more than 200 women and SW50 alumni who are leaders worldwide.

Some of the programmes launched in our countries were of particular interest to local communities.

The Santander Scholarship programmes that we have launched in the countries include the more than **3,000 Santander Erasmus Scholarships** for university students in **4 countries** (Germany, Spain, Poland and Portugal).

Argentina has 500 *Santander Scholarships | Full Stack Developer – ITBA Programme*, which offer beneficiaries training in programming and in basic skills necessary for their professional development.

Brazil offered two hugely relevant scholarship opportunities in 2022: 64,000 *Santander Technology Scholarships | Santander Bootcamp*, which strengthen training in software development and 1,600 *Santander Scholarships | Santander Graduação*, a financial grant to help beneficiaries meet the costs of their academic training.

In **Chile** more than 400 *Santander Scholarships | International Undergraduate Mobility* allowed students to study abroad for one academic term. The grant covers registration, travel, insurance, subsistence and accommodation costs.

Spain has more than 700 *Santander Studies Scholarships | Progress 2022*, which offer 1,000 euros to cover costs for undergraduate and master's degrees.

In **México** 200 *Santander Scholarships | Subsistence Support*, were offered, with beneficiaries receiving 200 euros. **Portugal** has 50 *Santander Technology Scholarships | Data Analytics and Data Science*, with an online programme on Big Data Talent Discovery and Upskilling.

Through Santander Scholarships, and with the support of the European Fund for Strategic Investments (EFSI), we have launched the **Fundación Universia Circular Plan**, which facilitates access to specialist digital training. It offers a payment solution where the money returned by a student is used to train others. In 2022, more than 140 people received bootcamp training in digital skills.

Beneficiaries speaking



"These scholarships make top-quality courses easily accessible. They are carefully selected and it is truly inspiring: you get new inspiration about what to learn next."

Norina Plank, Project Lead at MercedesPay

Santander Tech Scholarships | Digital Business 2022



"While at college, I realised that a lack of soft skills, such as communication skills, are the reason companies run into problems. These courses are becoming more and more important if you want to stand out as a professional"

Carlos Madoery, industrial engineer and entrepreneur

Santander Skills Scholarships | Business for all - Harvard Business Publishing



"Instead of offering me a standard approach of what a leader should be, Santander W50 Scholarships have been essential in allowing me to perfect and truly own my unique leadership style"

Alessandra Lehmen, Environmental, ESG and climate lawyer

Santander Women Scholarships | SW50 Leadership – LSE



"The teachers knew how to explain the educational content and engage our attention. They got us to understand by using some highly visual and explanatory presentations"

Cristina Izquierdo, Masters Student in Access to Law

Santander Language Scholarships | Online English Courses – British Council

Santander X

We help business owners and small enterprises to create opportunities, grow and consolidate. **We offer entrepreneurs the training, advice and resources needed to move forward and scale up their business.**

Our goal is to foster the development of our communities by supporting companies that represent a professional opportunity for their founders and their environment.

Entrepreneurs get:

- **Training** and top-quality resources to help entrepreneurs and companies reach your goals by growing and developing their businesses.
- **Acknowledgement** given to the most outstanding enterprises in each country by granting cash prizes and exposure in the media.
- **Connection**, through a distinctive global community that offers connections to mentors, investors, customers, entrepreneurs and experts.



Main Santander X projects in 2022

Throughout 2022, **we kept supporting entrepreneurship across all stages, with more than 180 programmes.**

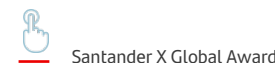
We support entrepreneurs at every stage of their journey, through global and country-specific programmes. We offer them resources from their initial stages (Santander X Explorer and Santander X Launch) through to their consolidation on the market. We hold the Santander X awards (national competition where the most promising projects are selected to form part of a global competition), global challenges that look for the most innovative solutions to relevant issues of major relevance for society, and have a global community of the most prominent businesses (Santander X 100).

We have launched new editions of **Santander X Explorer**, a pre-incubation programme that allows young entrepreneurs from 11 countries to make their innovative

ideas come true, thanks to practical learning methods. In 2022, the programme received over 2,900 project applications from 200 universities.

Santander X Launch, which helps to prepare projects for their release on the market; there were two editions in 2022.

We have launched new editions of **Santander X local awards**, with submissions accepted in 8 countries and more than 1,900 projects registered; and there was a new edition of the **Santander X Global Award**.



Explorer Trip Oporto 2022



"When I started, I didn't have a project. I saw a learning opportunity. My project was conceived and consolidated through Santander X Explorer. If I hadn't done it, I would have just kept wanting to be an entrepreneur"

Camila Beltrán
Permacultura Tech
Santander X Explorer



"The greatest challenge was communicating in English with people from other countries, and I learned a lot from this exchange, thanks to the community. We had been working on the project for a long time but we hadn't looked at how to finance it. Explorer really helped us there"

Karla Alessandra Florencio
POD.CRIAR Conecta
Santander X Explorer



"The mentors have such expertise that they know what mistakes you are going to make and can avoid, and which ones you need to experience in order to learn and progress, which means that processes that could take a long time are shortened"

Iago Parga
Marketing consultant and founder
of Asmikasa
Santander X Launch

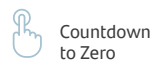
In 2022, we launched **3 global challenges to support the companies with the most innovative**, sustainable and scalable solutions for tackling issues of major relevance for society. They have had **more than 900 participating companies**.

- **Santander X Global Challenge | Countdown to Zero**, launched with F1 and Ferrari, to find innovative solutions for the automotive sector in terms of mobility, logistics and carbon offsetting alternatives.

- **Santander X Global Challenge | Food for the future** to find companies that promote sustainable eating or innovate across the food industry's processes.



- **Santander X Global Challenge | Blockchain and Beyond** for finding innovative solutions in the use of blockchain.



Winners of Santander X Global Challenge | Countdown to Zero.

The most outstanding Santander X startups and scaleups become part of the **Santander X 100 global community**, which fosters networking and connects them with the resources that they need to grow.

In 2002, the first **Santander X 100 Summit** was held in Portugal. More than 60 companies on the Santander X 100 gathered to learn first hand what being part of this community means, and to share experiences, ideas and talent.



"Being one of the winners of this challenge has been transformational. Having the support of an organisation such as Banco Santander allowed us to transform our public profile and gain more access to potential customers"

Henning von Spreckelsen

Technical Director at Plastecowood
Santander X Environmental Challenge



"We began at Explorer and there are now more than 60 of us. The bank has helped us to turn an idea into a business model and the award for the challenge let us connect with Formula 1. And what's really important is that we're no longer afraid to make mistakes"

David Pistoni

CEO and founder of Zeleros
Santander X Global Challenge | Countdown to Zero



"We are really grateful for the growth relationship that we have had with the entire Santander X team. And the connection with other startups and the community created through these challenges teaches us a lot"

Eduardo Novillo Astrada

CEO and founder of Agrotoken
Santander X Global Challenge | Blockchain and Beyond

Universia Employment

We help people join the labour market by connecting universities, businesses and junior talent.

Our pillars are:

- **Accompanying and providing guidance to universities and training centres** so that their students can find quality employment.
- **Connecting companies with new talent**, favouring employability.



Argentina, Brazil, Colombia, Spain, Mexico, Peru and Portugal

In 2022, we facilitated the onboarding of **3,100 professionals to organisations in Spain and Brazil**.

At Universia, we use the most advanced technology and the **most innovative artificial intelligence (AI) techniques** so that we can provide personalised experiences, run efficient selection processes and suggest quality job offers focused on STEAM and diverse talent to our customers and users.

We launched **new employability and networking initiatives** where we brought together young professionals and HR leaders from the large corporations, offering them the **opportunity to connect, solve challenges together and exchange points of view regarding the job market**.

We've launched **Universia Metaworking**, a talent competition with more than 2,500 young people signed up to look for a job. This competition lets them measure their ingenuity, strategy and agility when it comes to solving challenges prepared by recruiters and talent hunters from the nine participating companies.

And we've organized **Top Talent**, a programme designed to help companies find talent among young people. More than 80 participants have the opportunity to work as part of a team with the participating companies and interact with people with similar profiles.



Campus Digital

We offer universities a new digital model for interacting with their students.

With a **secure digital credential and a mobile app**, through a simply, easy-to-use digital experience, processes are made more agile and daily communication with all university groups is personalised.



Brazil, Chile, Spain, Mexico and Portugal

In 2022, we **have run workshops in Chile, Mexico and Spain** with the participation of universities and students to identify functionalities and improvements we have added to existing academic services (timetables, grades, subjects, notifications and events).

New functionalities include:

- **Scholarships and training content:** students can access both global and local scholarship programmes and free training content, provided by Santander Scholarships.
- **Job offers and work experience placements:** especially designed for university students to access directly via the app.
- **Exclusive discounts:** we provide access to discounts on transport, entertainment, concerts/festivals, cinemas, food, fashion...

In 2022, we also deployed Campus Digital at universities in **Brazil, Chile, Mexico and Portugal**.

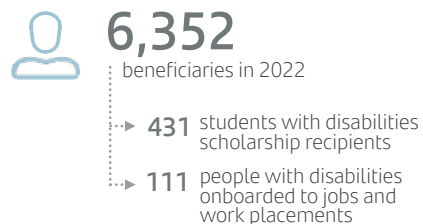
We signed **global partnerships with the main manufacturers of digital access control worldwide:** Salto Systems and HID.



Fundación Universia

We accelerated the transformation of higher education through communities and we drove diversity, inclusion and equality in educational and workplace environments.

We continued our consolidation as a **worldwide point of reference in the area of diversity, equality and inclusion**, with active participation in international forums run by the United Nations, International Labour Organisation and UNESCO.



Actions taken in 2022 featured **training programmes in digital skills**, that we launched using public and private funding, for STEM profiles with a disability.

We launched initiatives such as:

- **CyberSkills**, to train 100 people on cybersecurity. An initiative that was backed financially by Incibe as part of the Recovery, Transformation and Resilience Plan (financed by the European Union's NextGenerationEU Funds).
- **JAVA Training Bootcamp** Scholarships, in collaboration with Accenture, for students with disabilities. Training in web development with a 90% employability success rate.
- **Digital Reskilling Scholarships**, launched in collaboration with Indra and The Bridge, to drive training in full stack web development for people with disabilities and STEM training to strengthen their employability.

MetaRed

Main collaborative network for higher-education institutions in Latin America and a space for universities to reflect on digital transformation, university entrepreneurship and sustainability.

We worked on **three of the main challenges** for Latin American higher-education institutions.

- **Digital Transformation: MetaRed TIC**, with IT managers, to share best practices and success stories and support the digital transformation. **Formed by 798 universities.**
- **Strengthening entrepreneurship: MetaRed X**, with entrepreneurship offices of **398 universities** to boost startup collaboration, provide them with tools and share best practices.




- **Driving Social Responsibility and Ethical Governance: MetaRed ESG** (Environmental, Social, Governance), new network launched in 2022 **with 7 universities and higher-education institutions** that want to implement ESG criteria.

The various actions we carried out this year saw the participation of **more than 6,500 university leaders and managers** and **we have trained more than 4,000 members of university management committees** (3,466 MetaRed TIC and 603 MetaRed X).

All of these actions have been designed by the **more than 100 inter-university collaborative workgroups.**

MetaRed TIC   

MetaRed X   

MetaRed ESG  



